



## Press Release

### **J.D. Power Asia Pacific Reports:**

### **Shorter Vehicle Delivery Wait Times Contribute to Increased Satisfaction with the New Vehicle Sales Experience**

#### Toyota Ranks Highest in Satisfying Customers with the New-Vehicle Sales Experience in Indonesia

**SINGAPORE: 30 September 2010** — Shortening the length of time customers wait for vehicle delivery contributes to improved satisfaction with the new vehicle sales process, according to the 2010 Indonesia Sales Satisfaction Index (SSI) Study<sup>SM</sup> released today.

The study, now in its 10th year, measures new-vehicle owner satisfaction with the sales and delivery experience and examines seven factors that contribute to overall satisfaction. In order of importance, these factors are: delivery process; delivery timing; deal; dealer facility; salesperson; paperwork; and sales initiation. SSI performance is reported as an index score based on a 1,000-point scale, where a higher overall SSI score indicates greater satisfaction with the new-vehicle sales and delivery process.

The study finds that 20 percent of new-vehicle buyers in 2010 indicate receiving their vehicle within one day of purchase, up from 15 percent in 2009. Overall, delivery times for new vehicles have decreased from 12 days in 2009 to nine days in 2010, on average.

“Continued investment by manufacturers in vehicle production and improved inventory management has contributed to shorter waiting times for new-vehicle buyers,” said Rajeev Nair, country manager for Indonesia at J.D. Power Asia Pacific, Singapore.

In addition, customer perceptions of delivery time have improved, with 27 percent of customers in 2010 stating that the delivery time was better than expected, an increase of 11 percentage points from 2009.

“Despite new-vehicle sales increasing by 76 percent during the first half of 2010, compared with the same period in 2009, manufacturers and dealers in Indonesia have done well in managing wait times for new vehicle customers,” said Nair.

Overall sales satisfaction has improved by four points from 2009 to an average of 771 in 2010. The industry has improved from 2009 in six of the seven SSI factors, with the largest gains occurring in delivery timing and the deal.

Among the seven brands ranked in the study, Toyota ranks highest with an overall SSI score of 778. Toyota performs particularly well in five of the seven SSI factors: dealer facility; deal; paperwork; delivery timing; and delivery process. Following Toyota in the rankings are Nissan (776) and Mitsubishi (774). While Nissan performs particularly well in the salesperson factor, Mitsubishi performs particularly well in sales initiation.

The study also finds that 42 percent of owners took out a loan to finance their new-vehicle purchase. Among these customers, 28 percent said that the terms and conditions of the loan were better than what they had expected, compared with 19 percent of owners in 2009 who said the same.

“Record low interest rates in the wake of the financial crisis have helped support the strong demand for new vehicles in Indonesia,” said Nair. “During the coming months, both manufacturers and customers will look for any signs of an increase in interest rates, as it could have an impact on demand.”

The proportion of first-time new-vehicle buyers has increased from 45 percent in 2009 to 51 percent in 2010. These owners have lower levels of satisfaction, on average, than more experienced buyers, most notably on deal and delivery time.

“A new-vehicle purchase is an eagerly anticipated and exciting event for most consumers, and especially so for a first-time buyer,” said Nair. “Brands and dealerships that can focus on delivering a highly satisfying purchase experience by thoroughly demonstrating the product, highlighting the value of its features and taking time to explain and answer all customer queries, may benefit from forging a strong relationship with customers.”

Owners who are highly satisfied with the overall purchase experience tend to have higher advocacy and loyalty rates for the dealership and the vehicle brand, compared with less-satisfied owners. Among owners who are highly satisfied with their purchase experience at the dealership (sales satisfaction scores averaging higher than 807), 47 percent state they “definitely will” recommend their purchase dealer to friends and relatives. These owners are also far more likely to repurchase or recommend the same brand in the future. In contrast, only 23 percent of highly dissatisfied owners (sales satisfaction scores averaging less than 738) say they “definitely will” recommend their dealer.

The 2010 Indonesia SSI Study is based on responses from 2,352 new-vehicle owners who purchased their vehicles between October 2009 and May 2010. The study was fielded between April and August 2010.

#### **About J.D. Power Asia Pacific**

J.D. Power Asia Pacific has offices in Tokyo, Singapore, Beijing, Shanghai and Bangkok that conduct customer satisfaction research and provide performance analytics services in the automotive, information technology and finance industries. Together, the five offices bring the language of customer satisfaction to consumers and businesses in China, India, Indonesia, Japan, Malaysia, Philippines, Taiwan, Thailand and Vietnam. Information regarding J.D. Power Asia Pacific and its products can be accessed through the Internet at [www.jdpower.com](http://www.jdpower.com). Media e-mail contact: [xingtliu@jdpower.com.sg](mailto:xingtliu@jdpower.com.sg).

#### **About J.D. Power and Associates**

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, Web intelligence and customer satisfaction. The company’s quality and satisfaction measurements are based on responses from millions of consumers annually. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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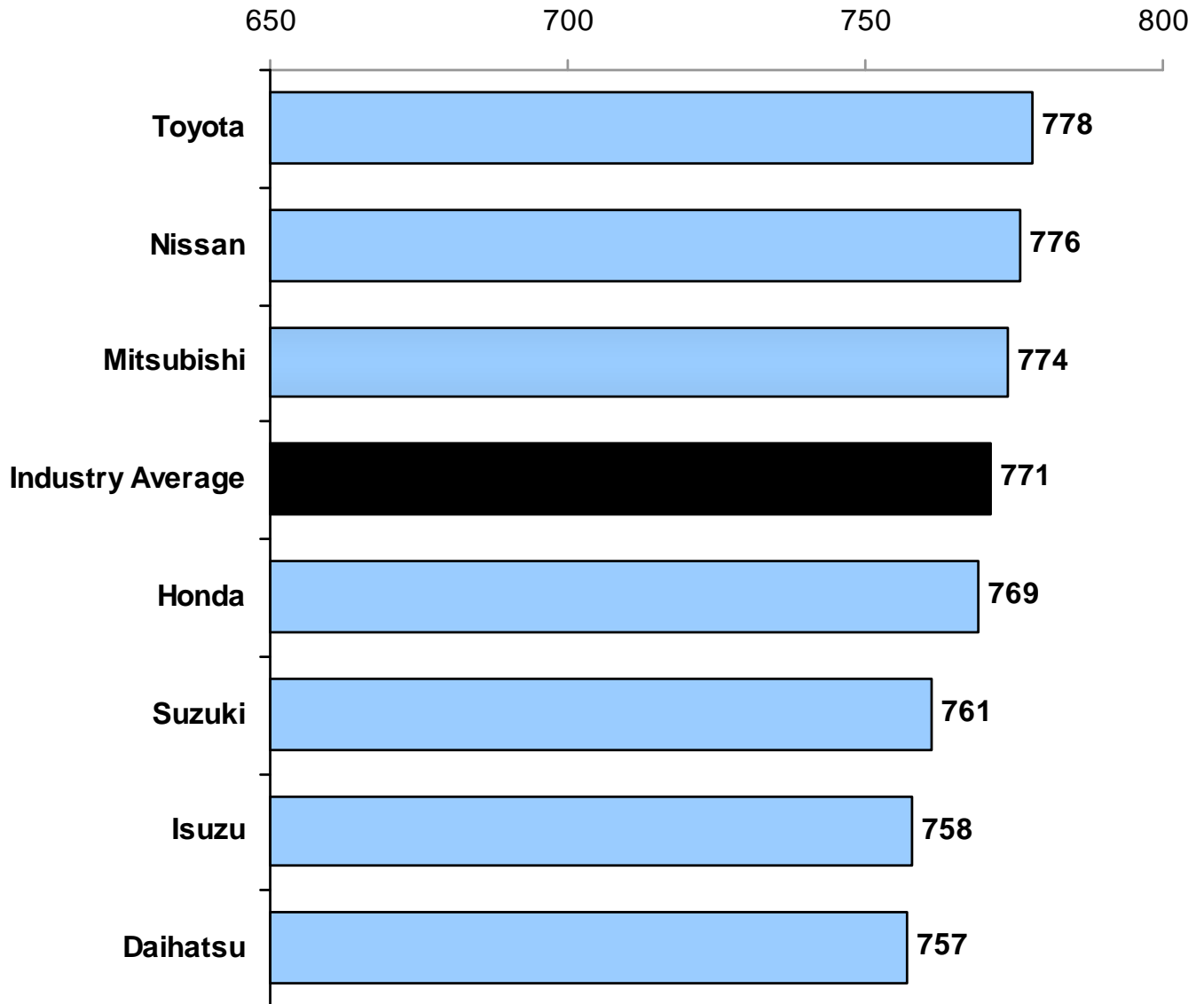
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NOTE: Two charts follow.

# J.D. Power Asia Pacific 2010 Indonesia Sales Satisfaction Index (SSI) Study<sup>SM</sup>

## Sales Satisfaction Index Ranking (Based on a 1,000-point scale)



NOTE: Included in the study but not ranked due to small or insufficient sample size are: BMW, Chevrolet, Ford, Hyundai, Kia, Mazda, Mercedes-Benz and Proton.

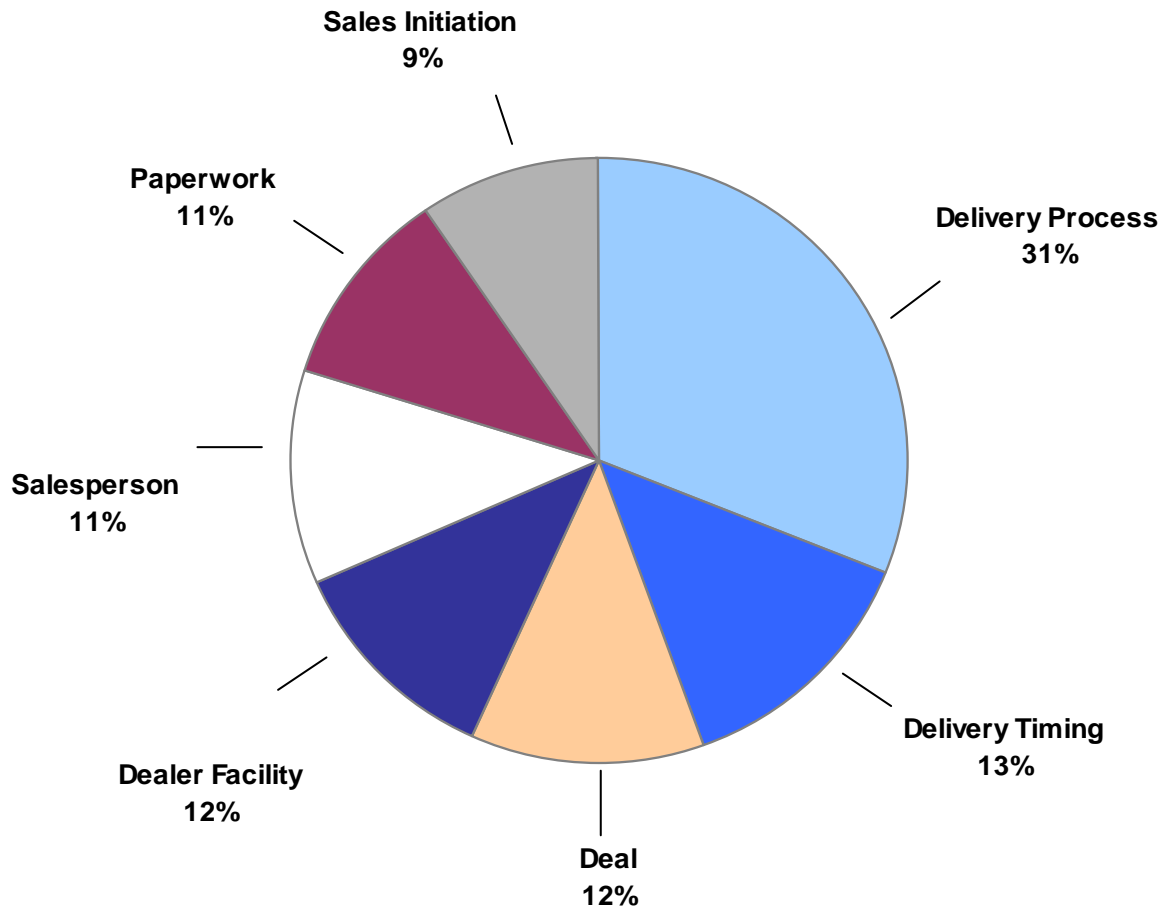
Source: J.D. Power Asia Pacific 2010 Indonesia Sales Satisfaction Index (SSI) Study<sup>SM</sup>

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# J.D. Power Asia Pacific 2010 Indonesia Sales Satisfaction Index (SSI) Study<sup>SM</sup>

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## *Factors Contributing to Overall Satisfaction*



*NOTE: Percentages may not total 100 due to rounding.*

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*Source: J.D. Power Asia Pacific 2010 Indonesia Sales Satisfaction Index (SSI) Study<sup>SM</sup>*

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